



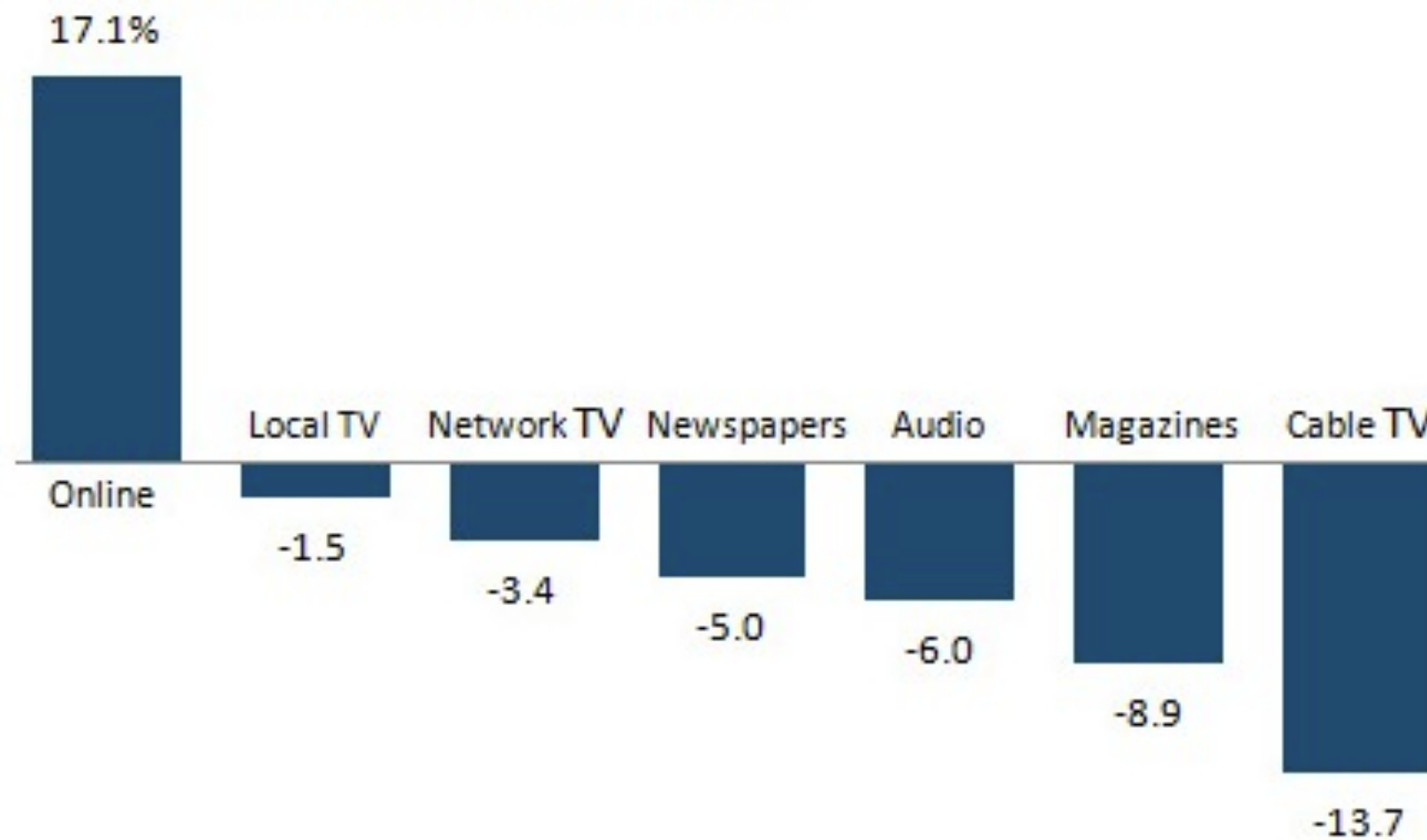


creative
DESTRUCTION
DESTRUCTION

Joseph Schumpeter

Audiences Turn to Web

Percentage Change in Audience, 2009-2010



Source: Nielsen Media Research, Pew Research Center for the People & the Press, Audit Bureau of Circulations.

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I WANT
COMMUNITIES,
CONVERSATIONS
AND ALL THE OTHER
CLUE-TRAIN-
MANIFESTO-STUFF.
DO YOU
UNDERSTAND OR
DO I HAVE TO
FIRE YOU?



YES,
SIR

geek and poke

MORE AND MORE COMPANIES DARE TO TRY
THE ENTERPRISE-2.0-WAY.
ISN'T THAT ENCOURAGING?

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THE ENTERPRISE-2.0-WAY.
MORE AND MORE COMPANIES DARE TO TRY



ιδεαgoras
Social Media
In Healthcare & Wellness



Re-encontramos
la filosofía dialéctica



Social is also Healing

Vanidad



La Tecnología, la última parte del proceso



PEOPLE

Assess your customers' social activities

OBJECTIVES

Decide what you want to accomplish

STRATEGY

Plan for how relationships with customers will change

TECHNOLOGY








Decide which social technologies to use

Technology

perspective

b6L2h



-  Tecnologías de inteligencia y diagnóstico digital
-  Mapping de Social Health por patologías
-  Plataformas tecnológicas por objetivo a alcanzar: emergencia de insights, conversación, fidelización, compartir experiencias, relación peer 2 peer, relación médico-paciente, cumplimiento terapéutico, etc
-  Redes Generalistas vs Redes Sociales Nicho
-  Redes y paneles online como apoyo a la investigación
-  Extensión de la movilidad a la experiencia social en Salud
-  Métricas para monitorizar la convo Social en Salud